



## STATE OF TRADE

# South Florida's Trade Numbers Revealed

ITC Executive Director, Tony Ojeda, reported on the state of trade at the *Miami Trade Numbers* annual publication launch on June 17, 2009 at the Miami Sofitel Hotel. Consular and trade officials from Canada, the Bahamas, Trinidad and Tobago, Peru, Ecuador, Mexico, Guatemala, and Chile attended the event. Mr. Ojeda discussed how Miami



*ITC Executive Director, Tony Ojeda and World City President, Ken Roberts*

is losing trade by competition from other U.S. cities such as Houston, New Orleans, and Tampa.

International trade in South Florida fell 12.8 percent in the first four months of 2009, with the biggest decline in April at 18.35 percent. Imports for the Miami Customs district dropped a startling 22.17 percent (\$2.53 billion), while exports were down a comparatively low 6.53 percent (\$1.1 billion). As of 2009, trade losses are accelerating, according to statistics from the U.S. Census Bureau. Despite the overall decline in trade, South Florida did much better than the U.S. average which fell 27 percent in the first quarter and 31.5 percent in April alone.

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## ITC Mission Strengthens Trade with Asia

The first official ITC buying mission to Osaka, Japan and Taipei, Taiwan resulted in a definitive triumph for Miami-Dade County. This historic mission, led by ITC Chair and County Commissioner Natacha Seijas, successfully solidified the County's position as a Global Gateway for trade with both of these vital Asian nations. The 16 member delegation, consisting of government and private sector representatives from Miami-Dade County and other parts of Florida, met with prominent government officials and representatives from economic development agencies in both regions. Participants received in-country briefings detailing the specifics of doing business in their respective countries. In addition, private sector participants took part in 82 business-to-business matchmaking meetings, and networking events with local businesses and chamber of commerce representatives in both cities. Private sector participants were extremely pleased with the outcome, and felt that the mission afforded them preliminary face-to-face introductions that otherwise



*Commissioner Natacha Seijas with the Vice Mayor of Osaka, the Hon. Satoru Morishita*



*Commissioner Natacha Seijas discusses trade with the Governor of Taipei County, the Hon. Hsi Wei Chou.*

would be difficult to establish.

Industry categories ranged from pharmaceutical, medical & health services to IT, telecommunications, import/export, architectural, and interior design. "I am very pleased with the outcome of the mission, and feel that it was worthwhile for everyone involved," said ITC Chair, Natacha Seijas.

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**MESSAGE FROM****Alex L. Gonzalez**

**Chair, Asian Trade Initiatives  
Ad-Hoc Committee**

As Chair of the Asian Trade Initiatives Ad-Hoc Committee, I am pleased to report that the ITC's first official trade mission to Japan and Taiwan was a tremendous success!

I was delighted to accompany ITC Chair, Commissioner Natacha Seijas, on this historic mission, and on behalf of the Miami-Dade County trade delegation that visited Osaka and Taipei, I want to express my gratitude and thank all the government officials and agency representatives who assisted us during our visit. The success of our mission could not have been achieved without the continued support and cooperation we received from all of them.

We are especially grateful for the assistance we received in the coordination of the business-to-business matchmaking meetings for our private sector delegates. They were very pleased with the outcome of their meetings, and look forward to further developing the contacts established during their meetings. Last but not least, I want to thank the ITC staff for their tireless efforts in making this mission a success.

ITC Chair, Commissioner Natacha Seijas, extended a formal invitation to both Taipei and Osaka to bring trade missions to Miami-Dade County. We look forward to receiving them, and to continue moving ahead with our efforts to build cultural and economic ties between these key Asian nations.



*Alex L. Gonzalez*

**News from the ITC Board****Board Approves Mission to Senegal and South Africa**

At the March 13th, 2009 meeting, the Board of Directors voted to approve an ITC joint mission with the Miami-Dade Sister Cities program to Dakar, Senegal and Cape Town, South Africa from October 17th-25th, 2009. The Sister Cities affiliation agreements with these two African cities are progressing, and the Mayor of Senegal has already indicated an approval of this affiliation. The completion of these agreements will come as a direct result of the ITC 2007 trade mission to South Africa, and will mark the program's first ever affiliation with communities in Africa.



*Bernadine Bush, Chair of the African Trade Initiatives Ad-Hoc Committee makes the announcement.*

**ITC Board Welcomes New Members**

Commissioner Natacha Seijas, ITC Chair, welcomes newly appointed members Jose A. Villalobos, Esq., representing Commissioner Rebeca Sosa (District 6), Jose Cañero, representing Sen. Javier D. Souto (District 10), and Mario O. Gutierrez, representing CAMACOL.

**Board Member Recognized**

Judge Margarita Esquiroz, an At Large Member of the Sister Cities Coordinating Council received the Justice Harry Lee Anstead Professionalism Award on June 16th. Judge Esquiroz was honored for her tireless pursuit and practice of the highest ideals and tenets of the legal profession. She has consistently demonstrated the award's essential elements of professionalism, character, competence, and commitment. Judge Esquiroz is the first Cuban-American woman to receive the award.



*Judge Margarita Esquiroz*

**DID YOU KNOW...**

**Miami-Dade County is the second largest center for international banking after New York.**

*Source: Florida Int'l Bankers Association*



## The 30th Hemispheric Congress Offers Alternative Solutions for Overcoming Economic Challenges



The Hemispheric Congress of Latin Chamber of Commerce and Industry (CAMACOL) held its 30th Annual Hemispheric Congress May 28th-30th at the Miami Beach Convention Center. The theme, *Development and Expansion during the Economic Recovery in the Global Marketplace*, offered participants a peak into future business trends in the Hemisphere. Attendees for this year's Congress included twenty Presidents from chambers of commerce in Latin America, The Caribbean, Central America, Spain and Canada. On behalf of Miami-Dade County, ITC Vice-Chair, Jose Luis Castillo, presented former Prime Minister of Spain, Jose Maria Aznar with a gift of appreciation for his participation.



L to R: President of CAMACOL, William Alexander, ITC Vice-Chair, Jose Luis Castillo, and former Prime Minister of Spain, Jose Maria Aznar



The 30th Hemispheric Congress trade show floor

## Nigeria Ready for Business with Miami-Dade



The Nigerian-American Chamber of Commerce and U.S. Foreign Commercial Counselor in Lagos, Nigeria led a 25 member delegation from Lagos, Nigeria to Miami-Dade on May 10th-13th. The inbound mission was assisted and supported by the Nigerian-American Chamber of Commerce of South Florida, the Jay Malina International Trade Consortium of Miami-Dade County (ITC), the U.S. Department of Commerce, Enterprise Florida, the Beacon Council, and World Trade Center Miami. ITC's Senior Trade Development Specialist, Desmond Alufohai, gave a presentation highlighting Miami-Dade's role as a global gateway for international trade, and Enterprise Florida's Director of Africa Trade Expansion, Bryant Salter, discussed the benefits of doing business in the state of Florida. The ITC used its database to supply information for the business-to-business matchmaking component of the mission from a wide range of sectors including agriculture, telecommunications, engineering, financial services, food and beverage equipment, transportation, and security.



Olaolu Akinkugbe from the Nigerian-American Chamber of Commerce and Bryant Salter from Enterprise Florida



ITC Senior Trade Development Specialist, Desmond Alufohai, explains trade numbers in Miami-Dade



# ITC Mission Strengthens Trade with Asia

*continued from page 1*



Alex Gonzalez, Chair of the Asian Trade Initiatives Ad-Hoc Committee, makes a point at the pre-mission briefing



Delegates at the pre-mission briefing



ITC Executive Director, Tony Ojeda, with Mr. Naohita Watanabe from the Consulate General of Japan in Miami



Business matchmaking meeting in Osaka



ITC delegation tours the Panasonic Center in Osaka



Commissioner Natacha Seijas with Teruo Aoyagi from the Kansai Economic Federation



Commissioner Natacha Seijas with Dr. Harry Tseng from the Ministry of Foreign Affairs Taiwan



ITC Executive Director, Tony Ojeda with Taipei County Governor, the Hon. Hsi Wei Chou and Mrs. Chou



Commissioner Natacha Seijas with Simon Wang from TAITRA



## Laurice V. Hunter-Scott - Inspiration, Reflection, Recollection



Former Sister Cities Coordinating Council member and long time advocate of citizen diplomacy, Laurice V. Hunter-Scott, launched her book of poetry, *Inspiration, Reflection, Recollection* on June 11th at the North Dade Regional Library during Caribbean American Heritage Month. In her book, Laurice shares her experiences as a Jamaican-born woman and nurse looking for professional success in a challenging world.



## Sister Cities Celebrates the Universal Language of Art

Miami-Dade County Sister Cities Program and Miami Dade College are sponsoring **The Seventh Annual Miami-Dade Celebrates the Art of its Sister Cities Exhibit** at Miami Dade College's Tower Theatre from September 17th – October 8th. This year's exhibit theme is "The Universal Language of Art." The exhibit will consist of art work by artists from Sister Cities affiliated communities. The opening reception, scheduled for September 17th, will once again draw together community leaders and art enthusiasts. The exhibit will be open to the public and proceeds will be used to provide a scholarship to a Miami Dade College student who has demonstrated academic achievement and civic responsibility. The "Call to Artists" deadline is July 21st. Entry forms can be found at: [http://www.miamidade.gov/itc/library/sister\\_cities\\_artist\\_commitment.pdf](http://www.miamidade.gov/itc/library/sister_cities_artist_commitment.pdf).

**September 17.....Opening Night Reception 7:00 PM – 10:00 PM**  
**September 25.....Cultural Friday 7:00 PM – 10:00 PM**  
**September 30.....Art Seminar 7:00 PM – 9:00 PM**  
**October 8.....Closing Reception - Drawing of donated art 7:00 PM – 10:00 PM**



2008 Meet the Artists Reception

## ITC Assists Delegation from Martinique



ITC provided support for a 10 member in-bound business delegation from the Island of Martinique sponsored by Alliance Française de Miami and the Martinique Chamber of Commerce on July 9th. ITC Executive Director, Tony Ojeda, gave a presentation detailing Miami-Dade County's position as a Global Gateway for trade. ITC used its trade database to identify 1,600 businesses in South Florida that matched the target industries of the visiting delegation. The delegates represented

a variety of industries including food & beverage products, telecommunications, apparel, and consulting. Participants met with their local business counterparts, and also had the opportunity to tour the Port of Miami.



## New Opportunities in Export

The Minority Business Enterprise Center (MBEC) in partnership with the Jamaica USA Chamber of Commerce and Beacon Council presented a morning-long seminar to small business owners about the opportunities in export May 22nd at the Beacon Council Conference Center. Participants learned how to expand their businesses globally by accessing local resources available



from the Beacon Council, U.S. Department of Commerce, Enterprise Florida, Export-Import Bank of the U.S., Citibank, Minority Business Enterprise Center, and the Jay Malina International Trade Consortium (ITC). Representatives from the various agencies gave brief presentations outlining their portfolio of services, and participated in a question and answer session.



# ITC Leads the Way to Brazil

## Sao Paulo and Belo Horizonte



ITC is organizing the first joint Miami-Dade Business Development Mission to Sao Paulo and Belo Horizonte, Brazil, from September 19th – 26th, 2009, with the Beacon Council, the Brazilian-American Chamber of Commerce, the Coral Gables Chamber of Commerce, and the Latin Chamber of Commerce of U.S.A. (CAMACOL). Brazil is South Florida's largest trading partner making it an obvious trade mission destination. In 2008, trade between South Florida and Brazil was over \$13 billion; a first for South Florida trade! The purpose of the mission is to further strengthen trade and cultural ties

between Miami-Dade County and Brazil, and to promote Miami-Dade County as the Global Gateway for international trade. Sao Paulo and Miami-Dade County have been engaged in a Sister Cities affiliation since 1988. Belo Horizonte has the first state-of-the-art industrial airport in Brazil (Tancredo Neves International Airport) where it operates as a free trade zone. The U.S. Commercial Service will provide the delegation with in-country briefings. In addition, participants will have the opportunity to meet with local businesses, government officials, and attend networking events. Sponsorship opportunities are also available. Airfare, hotel accommodations,

networking receptions, some meals and ground transportation between the airport and the hotels and to official meetings will be included in the registration. Also, business matchmaking services will be offered free of charge. The registration package can be found at [www.miamidade.gov/itc](http://www.miamidade.gov/itc). The deadline to register is July 31st. For more information please contact Maria Dreyfus-Ulvert at [mdreyfu@miamidade.gov](mailto:mdreyfu@miamidade.gov) or (305) 375-3885.



*ITC meets with local economic development organizations for upcoming trade mission to Brazil*



*Paulista Avenue, International Financial Center in Sao Paulo, Brazil*



*Tancredo Neves International Airport in Belo Horizonte, Brazil*



*ITC discusses preparations for the mission to Brazil with joint organizers*



**STATE OF TRADE****South Florida's Trade Numbers Revealed***Continued from page 1*

For the eighth consecutive year, the Jay Malina International Trade Consortium (ITC) has sponsored the *Miami Trade Numbers* publication. *Miami Trade Numbers* details top imports and exports from South Florida's Top 25 trade partners. All of the countries listed in the top 25 have more than \$1 billion in annual trade volume with South Florida.



*An estimated 100 people attended the event*

*Speaker panel included Tony Ojeda of the ITC, Peter Quinter of Becker & Poliakoff, and Keith Koenig of City Furniture*

**New ITC Marketing Initiatives**

The ITC will be updating its widely popular *Come Trade With Us* video with current statistics and new footage. The existing video is on ITC's website at [www.miami-dade.gov/itc](http://www.miami-dade.gov/itc). ITC uses the video during inbound and outbound missions, as well as local trade events to help promote Miami-Dade County as a Global Gateway. The new release is expected in the fall of 2009, and will also be posted to the Miami-Dade County YouTube page at <http://www.youtube.com/MiamiDadeTV>. ITC will also stay connected with regular updates to the County's recently launched Facebook website.



*ITC Executive Director, Tony Ojeda explains scene to Ed Moynihan of Miami-Dade TV*



*Albert Osés, Chair of the Internal Management and Marketing Committee, discusses new marketing initiatives*

**TRADE UPDATES****Miami-Dade Trade****GMCC Goals Conference**

The Greater Miami Chamber of Commerce held its 2009 Goals Conference at the Hilton Miami Downtown on May 29th - May 30th, 2009. The conference attracted more than 900 people to discuss key community issues including education, healthcare and transportation. The feedback will be used to develop the chamber's goals for the coming year. ITC Assistant Director, Jimmy Nares, represented the ITC at the conference.

**Beacon Council Mission to Italy and France**

The Beacon Council took an outbound trade mission to Milan, Italy to layout plans for a fashion summit event in Miami planned for the fall of 2009. Beacon Council representatives also travelled to Paris, France where they attended the Paris Air Show to facilitate active projects in the aviation industry which include attracting a possible commercial air show to Miami-Dade County.

**Latin Trade****Free Trade Agreements Delayed**

Pending trade agreements with Panama, Columbia and South Korea could be stalled. Recently, 106 lawmakers introduced the Trade Act legislation requiring a comprehensive review of the economic impact of existing major trade deals, such as the North American Free Trade Agreement (NAFTA) with Mexico and Canada, before new ones can be considered.

**U.S. Trade****Small Businesses May Get a Bigger Seat at the Trade Table**

In response to concerns by key members of the Senate Committee on Small Business and Entrepreneurship, Ron Kirk, U.S. Trade Representative, says his office will look into hiring an Assistant U.S. Trade Representative to focus exclusively on small business export issues.

**EVENTS****August 12th-14th**

**FIME: The World's Medical Marketplace**  
*International Medical Exposition, Inc.*  
 941-366-2554  
[www.fimeshow.com](http://www.fimeshow.com)

**August 13th**

**Government Affairs Connections**  
*World City*  
 Lori Maroon 305-441-2244  
[lmaraon@worldcityweb.com](mailto:lmaraon@worldcityweb.com)

**September 8th-10th**

**Outbound Mission to Canada - Follow-up**  
*The Beacon Council*  
 Pam Fuytes 305-579-1330  
[pfuytes@beaconcouncil.com](mailto:pfuytes@beaconcouncil.com)

**September 17th**

**Miami-Dade Sister Cities Art Exhibit Opens**  
*Miami-Dade Sister Cities Program*  
 Adam Peters 305-375-5420  
[apeters@miamidade.gov](mailto:apeters@miamidade.gov)

**September 18th-19th**

**12th Annual AFRICANDO 2009**  
*The Foundation for Democracy in Africa*  
 Anthony Okonmah 305-416-9201  
[aokonmah@yahoo.com](mailto:aokonmah@yahoo.com)

**September 19th-26th**

**Outbound Mission to Brazil**  
*ITC/Beacon Council/CAMACOL/CGC/BACC*  
 Maria Dreyfus-Ulvert 305-375-3885  
[mdreyfu@miamidade.gov](mailto:mdreyfu@miamidade.gov)

**September 20th-24th**

**Inbound Trade Mission from Guatemala and El Salvador**  
*Florida Foreign Trade Association*  
 Ralph Puga 305-471-0737  
[info@ffta.com](mailto:info@ffta.com)

**October 17th-25th**

**Outbound Mission to Senegal and South Africa**  
*Jay Malina International Trade Consortium*  
 Desmond Alufohai 305-375-3526  
[alufoha@miamidade.gov](mailto:alufoha@miamidade.gov)

For a complete listing of events: [www.miamidade.gov/itc/sf\\_activity\\_calendar.asp](http://www.miamidade.gov/itc/sf_activity_calendar.asp)

**DID YOU KNOW...**

In the fall of 1928, Pan American Airways procured a block of land from the Seminole Fruit and Land Company along the south side of NW 36th street in Miami Springs. The field was called the Pan American Field. It was also the beginning of Miami International Airport.

Source: Federal Aviation Administration

To sign up for the ITC newsletter:  
[www.miamidade.gov/itc/itc\\_registration\\_form.asp](http://www.miamidade.gov/itc/itc_registration_form.asp)



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